

A photograph of a woman with long dark hair, smiling warmly as she holds a baby. The baby is wrapped in a brown and white plaid blanket and is looking towards the camera with a happy expression. The background is a soft-focus outdoor setting with greenery. Two vertical yellow lines are positioned on the left side of the image.

TWO L I I N E S

Pregnancy Clinic

Every L I I F E
Matters

2025 Impact Report

Vibrant, Evolving, Thriving, Innovative, Beautiful, Exciting, Creative, Constant Change—Twins!

These are the words our volunteers used to describe how life at Two Lines Pregnancy Clinic looked like in 2025. I think our volunteers were pretty accurate in their description as 2025 was a year of new beginnings for the ministry. It was the year when our branding and name changed—that's big! The last time we had another big change like this was in 2016 when we moved next to the abortion clinic here in Overland Park.

Both major changes have furthered our mission and commitment to reach women who are at risk for abortion—to be in proximity to the abortion facility put us in direct view and access to women pursuing abortion, and our name change and marketing efforts put us in front of women seeking help and abortion resources online. Our desire is to meet them when everything seems to be happening all at once but not in the way it was meant to. At the moment they need someone in their corner but can't find anyone. **Ultimately, our prayer is to begin with unexpected pregnancies and end with expectant mothers.**

Our look changed, but not our heart, soul, or mission. We are the same ministry that began in 1983 when God's people got together to be a tangible expression of Christ to those facing unexpected pregnancy.

And the results are in... the rebrand is working!!! We ended the year by serving over 1,000 individuals, a 28.7% increase from the year before. Our nurses/sonographers found 42 sets of twins via sonograms, and we learned of 238 babies born. It was a good year... and we are thankful for you and your ongoing support. You made it possible for women to get the information *every* woman deserves to know, to get the care every woman deserves to find, and the love every woman deserves to feel. To God be the glory!



Grateful for you and Jesus,

Ruth

Ruth Martinez Tisdale
Executive Director

The LIVES We Served



1,031

Unique Clients Served
801 Clients Served in 2024

↑28.7%

2,711 Total Visits
2,437 in 2024

377 Men Served
Alongside Partner
383 in 2024

865 Pregnancy Tests
719 in 2024 ↑20.3%

744 Positive Pregnancy Tests
605 in 2024

86.9% Clients at Risk of Abortion
81.4% in 2024

884 Sonograms
762 in 2024 ↑16%

238 Confirmed Births
232 in 2024

42

Sets of Twins Found
During Ultrasounds



283

Walk-Ins

165

58%

Walk-in Clients Looking for the Abortion Clinic

178

63%

Walk-in Clients Who Stayed for Services

11

Abortion Pill Reversal Treatments
3 in 2024

552

STI/STD Tests (Gonorrhea, Chlamydia, Syphilis)
444 in 2024

48

STI/STD Treatments (Gonorrhea, Chlamydia)
34 in 2024



2

Abortion Pill Reversal Confirmed Births
1 in 2024

Material AID Given

\$44,855

Baby Supplies & Clothing

\$181,718

Financial Assistance

\$14,645

Gift Cards

\$5,890

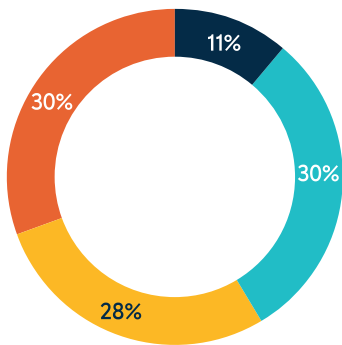
Uber Rides

\$3,834

Other

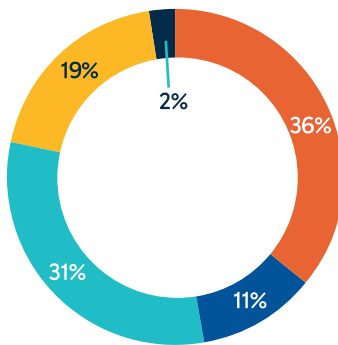


Clients served by age:



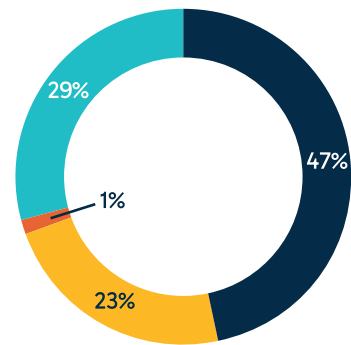
- 19 years and under
- 20–24 years
- 25–29 years
- 30+ years

Where clients live, by county:



- Johnson (KS)
- Wyandotte (KS)
- Jackson (MO)
- Other
- Not Available

How they found us:



- Internet
- Friend/Relative
- Our Location
- Other

Meeting Her Right Where She Needs Us—ONLINE



47%

Clients Served Who Found Us Online

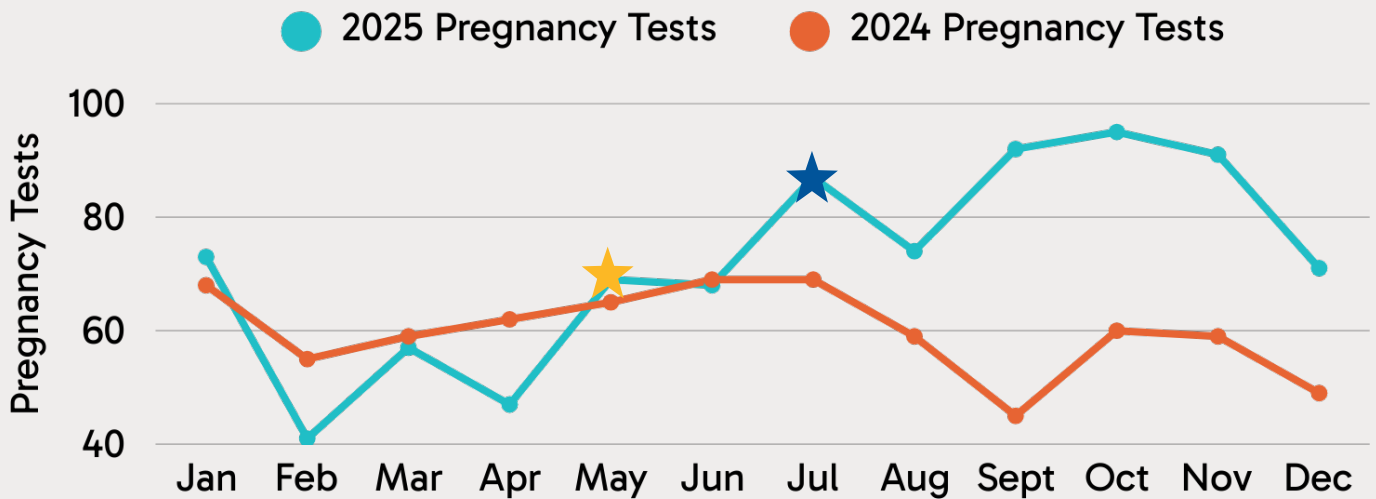
↑75%

Increase in Web Appointments Made Compared to Previous Year

Paul Hughes || Two Lines Data Analyst

“There is clear evidence that our 2025 strategic marketing initiatives are effectively reaching people online, prompting action, and connecting more women and families to our core services.”

Timeline of New Marketing Initiatives Related to Pregnancy Tests Provided in the Clinic



January

New Brand Name Implemented

Two Lines Pregnancy Clinic became the official name to replace Advice & Aid Pregnancy Centers. This strategic change furthers the mission to serve women and families facing an unexpected pregnancy by directly identifying our services with that moment of crisis when a woman sees two lines appear on her pregnancy test.

March

New Websites Published

Two new websites were created to improve communication for client services and donor support: **twolineskc.com** for client services, and **unexpectedlovekc.com** for donors, partners, and volunteers. The client services website includes optimization for increasing visibility on search engines and makes it easy for a user to schedule an appointment or chat in real time with a client intake coordinator.

May 14

Google Paid Media Launch Date


Paid media utilizes keywords to push twolineskc.com content near the top of Google search engine results pages, making Two Lines Pregnancy Clinic visible to women searching for services related to pregnancy care and our location in Overland Park.

July 21

Meta Ads Launch Date

Meta ads push Two Lines Pregnancy Clinic linked content into Facebook and Instagram feeds of women ages 18–44 to raise awareness about the availability of our services. Meta ads effectively educate social media users that our clinic exists, what we offer, and how to reach us.

Two Lines Pregnancy Clinic proudly partners with Fervor Marketing Agency. This local, faith-based team has become a trusted partner in our mission to make abortion unthinkable.



**“The best thing that
I have gotten from Two Lines
is understanding that
I am enough.”**

CHANDLER, TWO LINES CLIENT

Chandler's Story

Two Lines Pregnancy Clinic not only impacted Chandler's choice for life, but helped her see that she is loved and capable of doing what she never thought possible—stepping into motherhood with confidence.

To watch Chandler's story, follow Two Lines Pregnancy Clinic on Facebook and Instagram. Her story, along with others, will be published on our social pages as part of a campaign to reach women and families who need our services.



@twolinespregnancyclinic



@twolineskc

Pictured: Chandler with daughter and expecting her second child.

Helping her trust that when we say, we're with you—we mean it.

Two Lines Pregnancy Clinic truly walks with moms and dads from the moment they step into our clinic to long after they welcome their baby into the world, through education and support programs. Each program provides tools for moms and dads to strengthen their parenting skills, build their own community of support, and step into parenting with confidence.

	Moms Served	Dads Served	Babies/Children Served
Connections 2-Year Parenting Support Program (in English) <i>Meets Once a Week</i>	25	11	24
Conexiones 2-Year Parenting Support Program (in Spanish) <i>Meets Once a Month</i>	13	12	20

Journeys
For Expecting Moms & Dads
Weekly

With a revamp in August, Journeys has tripled its participation. This program requires commitment to watching education videos weekly with one-on-one, personalized support.

Baby Prep 101
Preparing Parents for Life with a Newborn
1-2 Times Per Month

Baby Prep 101 is a special program for educating moms and dads expecting a baby or with a newborn. The program offers various classes throughout the year. Attendance for 2025 classes totaled 62.

GAME Plan
Sexual Risk Avoidance Education for Teens
Scheduled On Demand

GAME Plan is a faith-based, data-driven curriculum to educate teens about sex and relationships. 32 students and 20 parents went through our Sexual Risk Avoidance program.

Because of You, Others THRIVE

Two Lines Pregnancy Clinic's presence and no-cost services are made possible through your financial and personal generosity. Thank you for your gift of giving, your engagement, and your dedication to serving others. God works through ministries like ours and talents like yours to bring healing where there is hurt and confusion. We are honored to serve Christ with you next to the largest abortion facility in the region. Together, let us not grow weary of working towards a future where every life is valued and abortion is unthinkable.

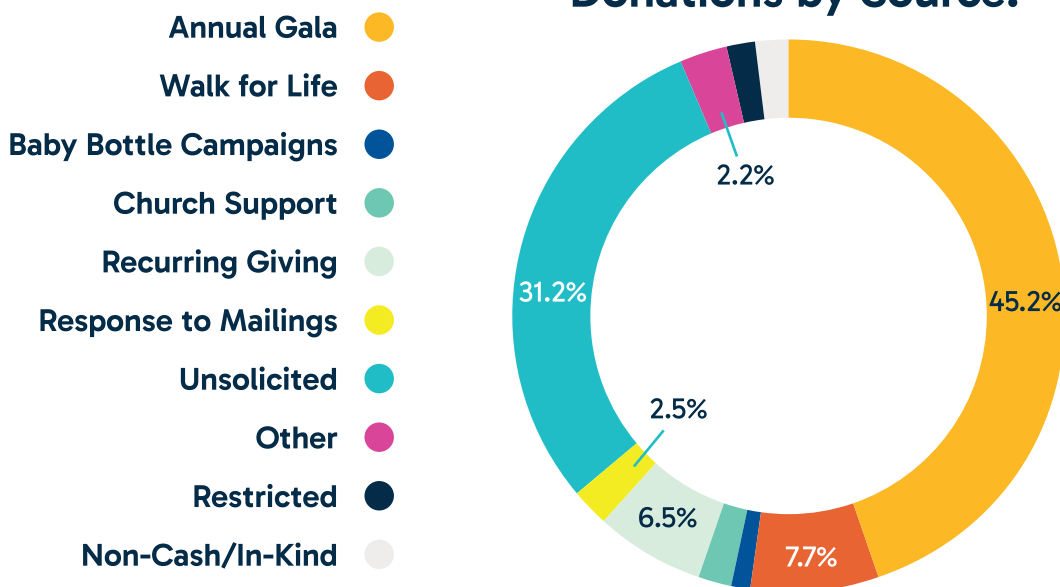


9,664
Total Volunteer Hours

69 Churches Represented Through Volunteers

26 Clinic Tours
121 People Total Introduced to Our Work and Space

Donations by Source:





Alisabeth || Two Lines Client

“I chose to keep my child after seeing and hearing their sweet heartbeat on the screen.”

*Photo to right:
Alisabeth with son Dakota*



Jasmine || Google Review



My experience with Two Lines was great!

- appointment was set a few days after I called
- the facility was clean & cozy
- Julie and the other staff made me comfortable with the process and what to expect.



Anonymous || Two Lines Client

“God is doing something new in me.”



Alaisa || Google Review



They're the best and caring people ever. My husband and I can't appreciate them enough. They worked hard and walked with me through my pregnancy. Thanks Two Lines, may God bless you abundantly



Destanee || Connections Client

“I felt very alone. My son's dad is not around at all. I just really wanted a community with young parents, other parents that I can learn from. This place has been a very good support.”

*Photo to right:
Destanee with son Uriah*



Anonymous || Two Lines Client

“I'm ashamed to say it, but really we arrived looking for an abortion. But we ended up finding HOPE in this place.”

Annual FUNDRAISERS

Gala

Bereit addresses guests about the national state of abortion with a call to defend every life with Two Lines Pregnancy Clinic.

785

Attendance

92

**Table Hosts
and Volunteers**

138%

of Goal Raised

The 2025 Annual Gala brought together supporters, advocates, and friends for an unforgettable evening of inspiration and connection, celebrating the lives we've touched at Two Lines Pregnancy Clinic. Thank you for helping us tell women and families facing unexpected pregnancies that "we will help you."

Join us this year on October 29, 2026.

David Bereit || Gala Keynote speaker, Executive Director of the Life Leadership Conference

"I've traveled to all 50 states and worked with hundreds of pro-life organizations. Two Lines Pregnancy Clinic is second to none. Under Ruth's exceptional leadership, Two Lines sits across from an abortion provider in Overland Park, offering no-cost pregnancy testing, ultrasounds, abortion pill reversal, counseling, and wraparound support—walking with women with love, compassion, and zero judgment. Six out of ten women who've had abortions say they never wanted one—they just didn't know one person or one place that could help. Two Lines is that place. The most important work in post-Roe America is what happens at Two Lines—where a frightened mother hears four life-changing words: I will help you."



Walk for Life



Former client Alyssa shares her personal story before a crowd of Walk for Life attendees at Two Lines Pregnancy Clinic in Overland Park.

1,000+

Walkers

83

Volunteers

117%

of Goal Raised

The 2025 Walk for Life was a beautiful display of the unified support behind Two Lines Pregnancy Clinic to value every life and be a tangible support to mothers, fathers, and families facing unexpected pregnancies. God answered our prayers for a sunny day and our financial goals were met and exceeded.

Join us this year on May 30, 2026!



Kansas Tax Credit

The Pregnancy Resource Act provides a 70% state income tax credit to donors of eligible nonprofits, like Two Lines Pregnancy Clinic. Two Lines accepts and processes KS State Tax Credit Applications (Form K-96) for gifts \$250 and greater.

\$1.1M Total Amount of Kansas Income Taxes Saved

452 Donors Receiving Tax Credit

Pastor Ray De La Cruz praying with Two Lines
Pregnancy Clinic Board of Directors
on stage at the 2025 Gala.



Meet Our Leaders



**Ruth
Martinez Tisdale**
Executive Director



**Brendan B.
Mitchell, MD**
Medical Director



Ray Jarrett
Board President



Ryan Bogard
Operations
Director



**Andrea
Cartwright, RN**
Clinic Director



JWes Crockett
Community
Relations Director

Board of Directors

Ray Jarrett, Board President
Ruth Martinez Tisdale, Executive Director



Sherry Brinkley
Treasurer



Ken King
Secretary



Michael Czinege



Lance Kinzer



Sree Mikkilineni



Katie Pope



Adrienne Runnebaum



Dr. Bruce Snider

Medical Advisory Group

Dr. Brendan Mitchell, OB/GYN, Medical Director
Dr. Spencer Kerley, Pathologist
Dr. Chuck Horner, Radiologist
Dr. Mark Johnson, Aviation Medicine
Dr. Elise Loughman, Neonatologist
Dr. Angeliqué Pritchett, Family Practice
Dr. Ryan Jacobsen, Emergency Medicine
Dr. Abraham Rafie, Radiologist
Dr. Bruce Snider, OB/GYN
Molly Price, ARPN
Andrea Cartwright, RN
Katie Pope, RN, BSN
Sarah Bunce, RN
Lindsey Davis, RN, BSN
Joy Konnesky, RN, BSN
Jeanette Miller, RN, BSN
Mallorie Moore, RN, BSN
Ashley Rafie, RN, BSN
Cindy Willich, ARDMS
Regina Singleton, LCSW
Ruth Martinez Tisdale

Growing Challenges with Access to the Abortion Pill Online

With reports in the past year of several abortion centers closing their doors, our attention is on the rapid increase in access to medication abortion online. Abortion pills make it possible for women to terminate their pregnancies at home. According to the Guttmacher Institute, medication abortions accounted for over 63% of abortions in 2023, which does not include counts for self-managed medication abortions. Guttmacher states, “the total count of medication abortions nationally is higher than our count of those offered within the formal health care system.” Heartbeat International, a pro-life affiliate, says in their 2025 trends report, “Mail-order pill websites like Plan C and Aid Access make it increasingly difficult to track abortion numbers accurately as they are not required to report.” Abortion pills can be ordered online without the oversight of a medical provider and delivered to states with total abortion bans. In God’s good timing, our strategic marketing efforts are more important now than ever as we look to reach women searching for abortion pills online.

SOURCES: <https://www.guttmacher.org/2024/03/medication-abortion-accounted-63-all-us-abortions-2023-increase-53-2020>, https://www.heartbeatinternational.org/images/LifeTrends/2025/Life_Trends_Report_2025-web.pdf

A Value for Life in Young Hearts



In June, members of our team spotlighted the ministry to 130 Vacation Bible School children and their families at Blue Valley Baptist Church, Antioch and Ridgeview campuses. Using fetal models, they demonstrated God’s goodness and handiwork in the development of a baby, amazing onlookers with the fact that each of them was once the size of a jelly bean. We appreciate our church partnerships and enjoy opportunities to inspire children about the preciousness of their lives in the wonder of how they each have been made with purpose.

Aim Chaosan || Ministry to Children & Students, Blue Valley Church - Ridgeview Campus

“Blue Valley Church, both from Antioch and Ridgeview campuses, appreciates the opportunity for our kids to be a tangible expression of Christ’s love to the women, babies, and families through Two Lines Pregnancy Clinic. They also learned about the value of life and were very impacted.”



 **TWO LINES**
Pregnancy Clinic

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